

Importance to Every Household



Early Morning Specials

Extra Inducements to the Early Shopper!
No Mail or Phone Orders

8:30 to 10 O'Clock

\$2.75 "Hope" Bleached Sheets, \$1.85
Limit 4 to a Customer

Genuine "Hope" seamless bleached sheets; one of the best \$2.75 values, in this sale (limit 4 to a person; no phone or mail orders), at \$1.85.

(Goldsmith's—Basement.)

50c Shirting and Dress Percales 29c
Limit 20 Yards to a Customer

Yard-wide percale in pretty dress and shirting styles in light colors; limit 20 yards to a person; the regular 50c grade, in this sale Friday at 29c a yard.

(Goldsmith's—Second Floor.)

WOMEN'S SILK HOSIERY!

Four Big—Value Groups



Thread Silk Hose
Special \$2 Pair

Pure thread silk hose with mercerized heel tops, reinforced heels and toes; full fashioned style; one of the best hose ever sold, for a pair \$2.00.

New Fashioned
Silk Hose \$1.39 Pair

New fashioned silk hose, of fine thread silk in white, black and colors; heel garter tops, heels and toes; also pure silk hosiery in black and brown; the entire line on sale at a pair \$1.39.

\$6 Thread
Silk Hose
\$2.97 Pair

Pure thread silk hose, with heel garter tops, reinforced heels and toes; with Paris open-work cloche; black only; regular \$6.00 values, in this sale at a pair \$2.97.

(Main Floor.)

Women's
Seamed Back
Hose 98c

Seamed back silk hose with shaped ankles; heel garter tops, heels and toes; black only; good values at 98c a pair.

FRESH, NEW UNDERMUSLINS
In Specially Priced Assortments



Silken Envelope Chemise
\$4.50 to \$6.50 Values \$3.98

Dainty envelope chemise of fine lustrous crepe de chine and wash satin, with beautiful trimmings of laces and ribbons; our regular \$4.50 to \$6.50 garments, all in one lot Friday, \$3.98.

White Sateen
Petticoats \$1.59
Reg. \$1.75 Val.

Just ten dozen petticoats in this offering—they are made of splendid grade muslin with neat scalloped bottoms and elastic waist band; double panel effect; regular \$1.75 value at \$1.59.

\$2.98 Plisse
Crepe Night
Dresses \$1.98

These gowns are well made of a fine quality plisse crepe in plain and figured effects and are regular \$2.50 and \$2.98 values, offered for this special sale at \$1.98.

Muslin Envelope Chemise, Daintily
Lace Trimmed, for 98c

Children's Tub Dresses \$1.98
\$2.50 and \$3.50 Values

A wonderful opportunity for thrifty mothers who have little girls of 2 to 6 years to buy for—a sale of tub frocks of excellent quality gingham, madras and figured lawns and batistes; regular \$2.50 and \$3.50 values at \$1.98.

(Third Floor.)

Men's Fine Neckwear

Choice of Entire Stock

1/3 Off

Our entire stock of men's four-in-hand ties enters this sale—at one-third off regular marked price; and include the products of the country's foremost makers of high-class neckwear.

The materials are the most popular spring and summer fabrics—the shapes the very newest; and they come in a large selection of handsome patterns in both neat and loud effects.

Four-in-hand ties that formerly sold at \$1.50—now \$1.00;
Four-in-hand ties that formerly sold at \$2.00—now \$1.33;
Four-in-hand ties that formerly sold at \$2.50—now \$1.65;
Four-in-hand ties that formerly sold at \$3.00—now \$2.00;
Four-in-hand ties that formerly sold at \$3.50—now \$2.35;
Four-in-hand ties that formerly sold at \$4.00—now \$2.65;
Four-in-hand ties that formerly sold at \$5.00—now \$3.33.

Sale of
Men's
Shirts

Regular \$3.50 and \$4.00 Values

\$2.65

Another shipment of those excellent cotton shirts for men; of woven and printed madras, Jap crepes, penangs, zephyr madras, French percales and other popular shirtings in neat pin stripe effects, also loud fancy patterns; all good fast colors.

Soft or laundered cuff styles to choose from; all sizes and sleeve lengths; negligee shirts that sell regularly at \$3.50 and \$4.00, special for this sale, \$2.65.

Men's Fine Silk Socks
\$2.50 Values, \$1.95

Men's fine thread silk socks, popular drop-stitch effect in fancy mixtures and plain colors, also black and white.

Reinforced garter tops, heels, soles and toes add to their splendid wearing qualities. All sizes; \$2.50 values, special for this sale, \$1.95 pair.

(Goldsmith's—Main Floor.)

48c Cheviots
and Gingham
On Sale Friday
at 29c a Yard

About two thousand yards in the sale—sturdy grades gingham in solid colors and neat stripe cheviots; smooth, fine weaves, suitable for children's wear; (limit 20 yards to a customer) regular 48c quality, at a yard 29c.

(Goldsmith's Basement.)

75c and \$1.00
Men's Leather
Belts at 59c

Men's real leather belts in black, russet and gray; all sizes for men; regular 75c and \$1.00 values, at 59c.

(Goldsmith's Basement.)

85c Brocade
Sash Ribbons
In This Sale at
59c a Yard

Seven-inch brocade sash ribbons in neat floral patterns in white, pink, light blue, maize, old rose and navy; a grade that sells regularly at 85c a yard; in this sale Friday at a yard 59c.

(Goldsmith's Main Floor.)

Popular
Palm Leaf Fans
In This Sale at
7c Each

Nine-inch palm leaf fans in three different sizes; ordinarily sold at much more, but we offer them special for this sale at, each 7c.

(Goldsmith's Main Floor.)

Handsomeness Silk Skirts

And Dainty Summer Blouses To
Accompany Them in This Selling

All Much Underprice!

Drastic reductions on blouses for Friday—we have taken some of our finest blouses from regular stock and marked them at prices that will mean the saving of many dollars to the women of this city. All good styles of dependable quality georgette crepe, with lace and embroidery trimmings—

Waists that sold in stock at \$7.98 to \$9.75 at \$5.98

Waists that sold in stock at \$12.50 to \$14.75 at \$8.75
(Goldsmith's—Third Floor.)

Klimax Satin, Kumsi-Kumsa, Fan-ta-si,
Baronet Satin, White and
Favored Colors

These skirts are remarkable values at the regular price, but we have marked them even lower for this special Friday sale—there are sizes for regular and stout figures; white and colors; skirts that sell under ordinary conditions at \$25.00, on sale Friday at \$15.00.

(Goldsmith's—Third Floor.)

VACATION TIME ESSENTIALS

From the Toilet Goods Section
All Specially Priced

"Lux" for all fine laundering, 8c.
"Mavis" talcum powder; per can 10c.
"Woodbury's" facial soap, 10c.
"Palmolive" soap, a cake 8c.
"Bonito" rouge; 25c size for 15c.
"Non-Spi" for excessive perspiration, 30c.
"Pond's" cold cream; 50c size 30c.
"Rose" bath soap; per cake 5c.
"Rinso" for the family wash, 8c.
"Pebeon" tooth paste, 30c.
Bathing caps of good rubber; all colors, 25c.
Fountain Syringes; 2-qt., guaranteed, 98c.
Hair brushes with fine bristles, 49c.
Absorbent cotton; full pound, 40c.
Pond calum powder 10c.
Tooth brushes; good values at 10c.

Nail brushes with wood backs, 15c.
Velour powder puffs; special, 5c.
Military brushes; each 15c.
Ivory mirrors; special at \$2.50.
Ivory comb, large size; each \$1.00.
Ivory back hair brushes with good bristles, \$1.50.
Kodak albums with cotex cover; each 50c.
"Eversharp" pencils, 80c.
"Waterman's" Ideal fountain pens, \$2.50.
Correspondence cards; assorted 12 each; white, pink, blue in box with envelopes to match, \$1.00.
"Jocelyn" linen writing paper in white or colors with envelopes to match; 24 each in box; special 50c.
"Crane's" fine linen writing paper in white or colors with daintily tinted edge; per box \$1.00.

\$3.50 to \$6.00 Flouncings
at \$1.98 a Yard

Final clearance of our entire stock of net and organdie ruffled flouncings in white and colors; grades that formerly sold at \$3.50 to \$6 a yard, in this sale Friday at \$1.98 a yard.

(Goldsmith's—Main Floor.)

Thrift-Impelling News From the Bargain Basement

Crisp Summer Silk Dresses

In Fashion's Favored Styles

\$12.88—\$17.88

\$25 Values

\$35 Values



Dress values that are beyond reproach—handsome models for all occasions, delightfully fashioned of silk foulards, taffetas, pongees, crepe de chine, satins and plain and flowered georgette crepes in every imaginable color and combination.

Dresses that are superb from every standpoint—elegant materials, careful workmanship and the lowest possible prices that warrant buying for present and future wear—

\$25.00 dresses for \$12.88;
\$35.00 dresses for \$17.88.

(Goldsmith's—Basement.)

75 Smart \$35 Suits \$16.88

Suits for women and misses—late spring models, suitable for fall and winter wear; plain tailored and novelty effects of French serges, tricotines, poplins, poret twills, etc., in navy blue and some popular colors; well tailored and nicely lined; suits that are well worth \$35.00, on sale at \$16.88.

(Goldsmith's—Basement.)

Child's Sheer Organdie Dresses
\$5.00 Values \$2.88

Beautiful organdie dresses for children of 7 to 14 years; embroidered, lace trimmed and tucked models with Eton jackets and airy sashes or organdie, silk and ribbons; all dainty colorings, also white; the most exquisite little frocks ever shown for less than \$5.00, in this sale, Friday, \$2.88.

(Goldsmith's—Basement.)

Men's Union Suits 59c a Suit

Fine ribbed union suits in ankle length with short sleeves; sizes 33 and 40 only; 98c values, a suit 59c.

Misses' Muslin Drawers 48c
Closed style with neat hemstitched bottoms; sizes 8 to 14 years; 75c values at 48c.

\$1.75 Women's Bloomers \$1.23
Made of good grade batiste and plisse crepe with lace and ribbon trimmings; several styles to choose from; \$1.75 values \$1.23.

Women's Bungalow Aprons, Striped and Checked
Percales; \$2.50 Values \$1.79

Women's Silk Hose
Regular \$1.25
Values 79c

Just 25 dozen in the lot. Women's fine silk hose in fancy drop-stitch effects. All the most wanted colors. Hose that have been selling regularly at \$1.25 a pair, special in this sale at 79c.

Women's Teddies 79c

Women's white muslin teddies, neatly trimmed with lace and embroidery; regular \$1.00 values at 79c.

Women's Vests 23c

Swiss ribbed vests in regular and extra sizes; limit 4 to a person; regular 35c values at 23c.

Brassieres at 49c

Made of a splendid grade longcloth, neatly trimmed with embroidery; all sizes for women; regular 75c values at 49c.

Children's 75c
Creepers and
Rompers 49c

Practical little rompers and creepers, splendidly made of firmly woven gingham in neat pink and blue check patterns. Shoulder straps and novel pockets. Usually 75c, priced for this sale at 49c.

HOUSEHOLD LINEN SPECIALS

35c Bath Towels 23c
Good size towels, neatly hemmed, well bleached; limit 6 to a customer; 25c values, each, 23c.

59c Pillow Cases 37c
Such good makes as "Francis" and "Louise," full size of good materials; regular 59c values. (Limit 6 to a customer), each, 37c.

"Peerless" Pillow Cases 59c

Made of good round thread muslin; regulation size; worth 75c, on sale at 59c.

\$4.98 Bolt Longcloth \$2.98
About fifty pieces in the lot, fine soft finished material that sells regularly at \$4.98 a bolt, on sale (limit 2 bolts to a customer), while the lot lasts, a bolt, \$2.98.